

# Specialty Crop Search

See if you can find all of the following specialty crops as you walk around the Farmers Market.

|                |             |
|----------------|-------------|
| Apples         | Asparagus   |
| Beans          | Beets       |
| Blueberries    | Broccoli    |
| Cabbage        | Cantaloupe  |
| Carrots        | Cauliflower |
| Cherries       | Cucumbers   |
| Eggplant       | Grapes      |
| Herbs          | Kale        |
| Kohlrabi       | Leeks       |
| Lettuce        | Okra        |
| Onions         | Peaches     |
| Pears          | Peppers     |
| Plums          | Potatoes    |
| Radishes       | Raspberries |
| Rhubarb        | Rutabaga    |
| Spinach        | Squash      |
| Strawberries   | Sweet Corn  |
| Sweet Potatoes | Turnips     |



*Bill Nether*

“Farmers Markets are another way for people to support Iowa agriculture and they make great teaching tools.”



Farmers Markets “Pack a Punch” when it comes to education...

Results from the first Farmers Market Scavenger Hunt show that kids are getting a lot more than fruits and vegetables at the farmers market.

- 15% of students visited a farmers market for the first time EVER!
- Over half of the students SAW a fruit or vegetable they had never seen before.
- 30% of the students TRIED a fruit or vegetable for the first time.
- While at the market, students enjoyed spending time with family and friends, sampling and meeting new people.

For more information about this initiative or the Iowa Farm to School Program please contact Tammy Stotts at

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A quick reference for exploring the farmers market in Iowa



## Meet Me at the

## Farmers Market



# Farmers Market Scavenger Hunt

## It's time to explore the farmers market!

Each year the Iowa Farm to School Program sponsors initiatives to help educate students about the benefits of developing healthy eating habits. To accomplish this, we offer Farm to School initiatives such as “A is for Apple,” and “A Garden is the Way to Grow.” Study after study shows kids learn best when they are engaged. What better way to help these students learn about where their food comes from and the benefit of supporting their local community then by inviting them to attend a farmers market?

The purpose of the scavenger hunt is to help kids learn more about locally grown fruits and vegetables and the farmers in their community. Keep students engaged over the summer by taking them to a participating farmers market. By completing the scavenger hunt, **students will receive a free piece of fruit or vegetable** while having fun exploring the market seeking out answers to questions such as “Find a fruit or vegetable that grows underground.” It is also an opportunity to allow students to try something fresh from their local farmers market. While at the market, students will have a chance to meet some of the local growers and learn more about how their fruits and vegetables are grown. Have fun completing the Farmer’s Market Scavenger Hunt while taking in the sights, tastes and sounds of your local farmers market.



- Find a participating Farmers Market by checking on the Iowa Farm to School Page or looking for a banner that looks like the one above at the market you attend. (It will usually be at the main market booth for that farmers market)
- Pick up the scavenger hunt form from any participating farmers market or you can print the form by going to our website:  
<http://www.iowaagriculture.gov/AgDiversification/farmToSchoolProgram.asp>
- Mix it up; try attending a different market each week!
- After completing the Hunt at the market that day, submit your finished form to the farmers market manager of the market you attended. Then watch for the posts on our Facebook page <https://facebook.com/IowaFarmtoschool> because we'll be announcing our winners twice a month.

We will be building on previous success by offering an initiative for classroom teachers as well as the scavenger hunt for students. Teachers will be able to bring the market back to the classroom for those students who are not able to attend a farmers market. Recipients will be awarded funds to buy locally grown produce as well as classroom supplies.

## 10 Reasons to Bring Your Kids to the Farmers Market

- Develop healthy eating habits
- Connect with real food
- Talk with real farmers
- Let kids buy their own food
- Cook the food you bought at home
- Introduce new foods
- Learn about nutrition
- Get away from the screens
- Family bonding
- Teach the importance of community

### Looking for more reasons to visit a Farmers Market...

- Farmers markets help revitalize local farms, provide fresh produce to urban populations and create rural/urban community ties
- Farmers markets transform streets, parking lots, city parks, courthouse squares- just about any place- into bustling places alive with vitality and commerce
- Over 100,000 people shop at Iowa's farmers markets during a typical week during the market season
- Iowa is one of the top-ranking states in the number of farmers markets and the number of markets per capita.